

ABSTRACT OF THE DISCLOSURE

An apparatus and method for collecting and analyzing demographic information for consumer preference information. The system includes a computer database system adapted to accept and store product information and demographic information, and an open participation system with access over a wide area network to collect consumer preference information for storage in the computer database system. The method includes providing a computer information database for storing product information and demographic information, storing product information in the database, providing communication access through the wide area network, collecting user identification information, storing the collected user identification information in the database, enabling user access to the product information over the wide area network, collecting user preference information relating to the product information over the wide area network, and storing the collected user preference information in the database.